

MidwayUSA Foundation



CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS

ANNUAL REPORT



2022

WWW.MIDWAYUSAFFOUNDATION.ORG

Annual report data as of December 31, 2022.



Platinum
Transparency
2022

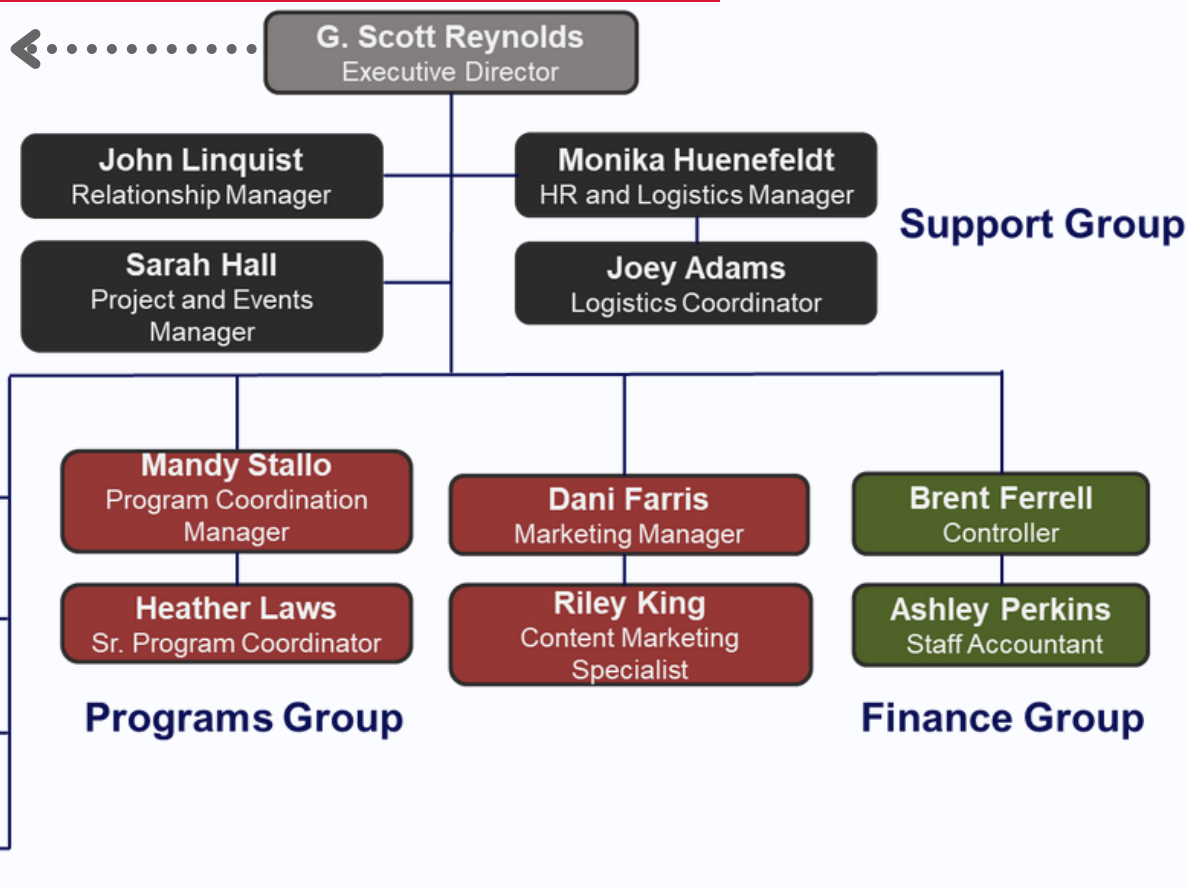
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MIDWAYUSA FOUNDATION TEAM



BOARD OF DIRECTORS

OFFICERS

Dick Leeper [President] – Director of Philanthropy, The Potterfield Group

Tom Schauwecker [Vice President] – Boone County Assessor (Retired)

Sara Potterfield [Secretary/Treasurer] – VP of Public Relations, The Potterfield Group and President, Midway Farms



Dick Leeper
President

MEMBERS

Chris Agnes - VP Endemic Sales, Outdoor Sportsman Group

Nancy Bacon - Vice President, Southwick Associates

Sheldon Benge - Managing Partner, Benge Financial Group

Nicole Capossela – Chief Development Officer, Team Rubicon

Jim Dunn – Sr. VP, Morgan Stanley (Retired)

Ana English – CEO, CIVHC

Cyndi Flannigan – Executive Director, YSSA

Aaron Mazer – Executive Director and Banker, J.P. Morgan Private Bank

Larry Potterfield – Founder and Chairman of the Board, MidwayUSA

Jon Ziinnel - Conservation & Youth Shooting Sports Program Manager, Federal Premium CCI, Hevi-Shot & Remington Ammunition

MISSION

We help communities and organizations raise funds to support their high school, college, and other youth shooting teams and activities. We also manage a variety of special purpose endowed funds for the support and advancement of youth shooting sports.

PURPOSE

To expand, enhance, and perpetuate youth shooting sports activities to help young people improve their confidence, discipline, and leadership skills through shooting sports education.

LARRY & BRENDA POTTERFIELD

OUR FOUNDERS



The MidwayUSA Foundation was established in 2007 to provide sustainable funding to youth shooting sports teams across the nation. Shooting teams provide wonderful opportunities for students to make friends, to develop confidence, and learn discipline and leadership skills, just like other sports. However, most schools provide little or no funding for shooting teams. Founders Larry and Brenda Potterfield, owners of MidwayUSA, had the vision to offer youth interested in shooting sports the same opportunities as those in more traditional team sports.

Today, MidwayUSA Foundation uses a variety of programs to help fund youth shooting sports. The Team Endowment Program is the main focus, which supports about 2,800 funded youth shooting teams. Each shooting team has its own earmarked endowment to grow through donations and fundraisers. Every year, teams are eligible to receive 5% of their balance through a cash grant. This grant provides funds for the burdensome expenses every shooting team incurs. MidwayUSA Foundation is changing the future of youth shooting sports.

ENDOWMENT PROGRAMS

-  Team
-  Donor-Designated
-  Agency
-  Coach Training
-  Foundation Forever
-  Range Development
-  Donor-Advised Funds



The Team Endowment Program gives a community the ability to financially support a competitive youth shooting sports team. Every high school or college team has endless opportunities to grow their endowment. MidwayUSA Foundation offers a donation match, product grants to be utilized in community fundraisers, and additional incentives that award engaged teams with additional endowment dollars. The endowment funds are also invested to provide additional growth through market performance.

**TOTAL TEAM
ENDOWMENT BALANCE**

\$155.1 Million

**AVERAGE TEAM
ENDOWMENT BALANCE**

\$56,195

TOP 10 TEAM ENDOWMENTS

1. Massachusetts Shooters Foundation Junior Programs [MA]	\$1,841,546
2. The X Count [IN]	\$1,702,857
3. Wyoming State 4-H Foundation [WY]	\$1,092,714
4. Murray State University Rifle Team [KY]	\$1,062,787
5. Burlington High School Demons [WI]	\$1,015,921
6. Rio Salado Target Terminators [AZ]	\$953,378
7. Gaston Young Guns [NC]	\$901,868
8. Carroll County Shooting Sports [IA]	\$832,769
9. Georgia Competitive Shooters [GA]	\$799,134
10. Buckeye Outdoor Youth Education & Shooting Center, Inc. [OH]	\$779,024

SUPPORTING HIGH SCHOOL & COLLEGE TEAMS OF ALL SHOOTING DISCIPLINES.



Pillager Clay Target Team

**ENDOWMENT
BALANCE**

\$62,246

**TOTAL FUNDS
RAISED IN 2021**

\$27,130

**POTENTIAL CASH
GRANT PAYOUT**

\$3,112

Pillager Clay Target Team started their MidwayUSA Foundation Team Endowment Account in December 2021. Since then, they have been hard at work fundraising to grow their endowment. In 2022 through various fundraisers, including MidwayUSA Foundation's Day of Clays - Minnesota, MidwayUSA Foundation's Hometown Challenge, local fundraisers, and MidwayUSA Foundation's Matching Program, Pillager grew their endowment by \$58,119. As of December 31, 2022, Pillager has \$62,246 in their endowment, which makes their potential annual cash grant \$3,112. They can draw this cash grant every year to cover the various expenses that come with operating a youth shooting team. Hear from one of their coaches below!

“As a coach, it is so exciting to be part of this! Not only do our current athletes benefit, but the effort we put into growing our endowment leaves a legacy for generations of athletes to come. It's a wonderful feeling to know that future teams will have such fabulous resources and can continue to welcome athletes into shooting sports!”

- Heather Grell, Coach, Pillager Clay Target Team

Cash GRANTS

The MidwayUSA Foundation offers annual cash grants to participating Teams, Agencies, Donor Designated accounts, and Donor Advised Funds of 5% of their endowment balance to pay for operating expenses. Since the Foundation's inception, we have given \$46.1 million in cash grants to shooting teams and organizations, with \$8.7 million disbursed in 2022.

Product GRANTS

The MidwayUSA Foundation also offers product grants that help participating teams and agencies grow their endowments through fundraisers. Since 2012, when fundraising items were first offered, the Foundation has provided over \$8.8 million worth of products for teams to use in their successful fundraising initiatives.



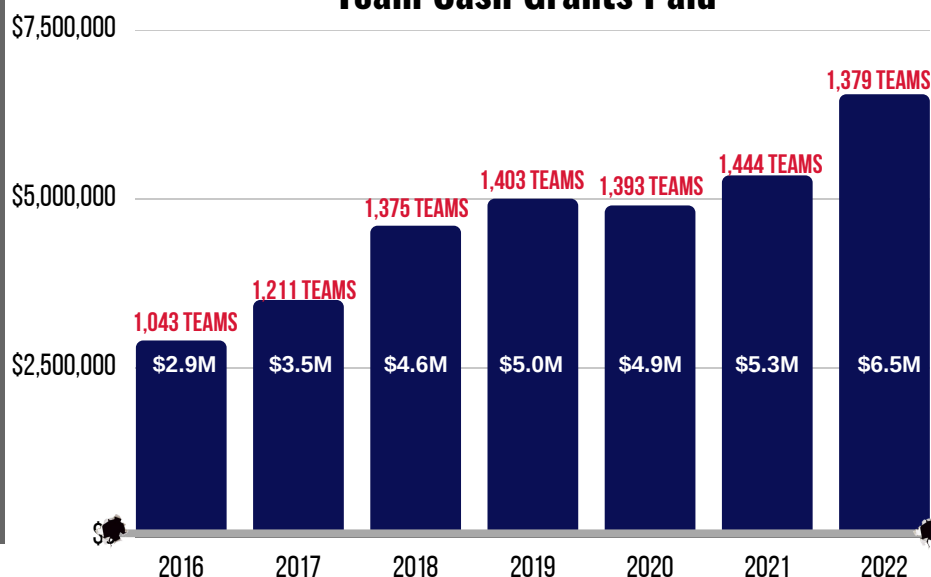
"Through competitive sport these students are not only able to advance their skills and compete, but they are also able to learn valuable life skills all while staying involved at the University and connecting with their peers."

- Jeremy Battes: Director, Mason Young: Shotgun Sports

"The MidwayUSA Foundation has been amazing with all the advice and product grants that we've been able to use to grow our endowment. I would encourage every team to watch their webinars and engage with the tools they offer."

- Marvin Allsop, Bitterroot Blasters [MT]

Team Cash Grants Paid



AGENCY

ENDOWMENT PROGRAM

Agency Endowments are held for other public charities with a youth shooting mission that the Foundation believes are strategically important to the future of youth shooting sports.

- ACUI Clay Target Fund
- Alabama YESS
- Alaska SCTP
- American Shooting Sports Alliance
- Arkansas Game & Fish Foundation
- CA YESS
- Central Illinois Precision Shooting
- College Shooting Sports Recruiting NCSSAA
- Florida YESS
- Georgia Youth Shooting Sports Foundation, Inc.
- Green Valley YSSF
- Hancock YESS
- Idaho SCTP
- Indiana Youth Shooting Sports Foundation
- Iowa SCTP
- Kansas YESS
- Michigan SCTP
- Mike Borg Legacy Endowment
- Minnesota Youth Shooting Sports Foundation
- Minnesota Youth Shotgun Association
- Mississippi YESS
- Missouri Youth Shooting Sports Alliance
- Montana SCTP
- Nebraska YSSF
- New England International Jr. Shooting Sports
- New Mexico YESS
- North Carolina YESS
- Oregon SCTP
- PA Youth Shooting Assoc., Inc.
- Palmyra Sportsmen's Assoc., Inc.
- Scholastic Action Shooting Program
- Scholastic Clay Target Program
- Scholastic Shooting Sports Foundation
- Shelby County Scholastic Clay Target Association
- Silver State Youth Shooting Program
- Southern Illinois Youth Sport Shooting Association
- South Carolina SCTP
- South Carolina Youth Shooting Foundation
- South Dakota YESS
- SSSF Robert Bruce Wallace Equipment Endowment
- Student Air Rifle Program
- Tennessee Wildlife Resources Foundation
- Texas State Rifle Assoc. Foundation
- Texas YESS
- Three Rivers Shooting Sports Academy
- TRISTARR YESS
- USA YESS
- Utah YESS
- Virginia State Fund
- Virginia Youth Sports Association
- WA YESS
- Wisconsin SCTP Foundation
- Youth Shooting Sports Alliance

DONOR DESIGNATED

ENDOWMENT PROGRAM

Donor Designated Endowments provide multi-purpose partners with long term financial support for their youth education programs and youth initiatives.

- Amateur Trapshooting Association Fund
- Arkansas State Trap Federation
- Cameron County Outdoor Youth Fund
- Cresco Wildlife Club
- DuckHorn Outdoors Adventures Fund
- Houston Safari Club Foundation
- Kids & Clays Foundation
- Missouri 4-H Foundation
- Missouri State Skeet Association
- Nebraska Trapshooting Association Youth Fund
- North Dakota Shooting Sports Association
- Ohio State Trapshooting Foundation
- Outdoors Tomorrow Foundation
- PA State Shotgunning Association
- PF & QF Shooting Sports Fund
- PR&PA Youth Shooting Sports Fund
- Revere's Riders
- USA Shooting Youth Programs
- Virginia Trapshooting Hall of Fame Youth Fund
- Western Montana Fish and Game Association, Inc.
- Wild Sheep Foundation

SPECIAL PURPOSE ENDOWMENTS

To further enhance and expand youth shooting sports activities, the MidwayUSA Foundation has created unique endowments to fill additional needs of the industry.

COACH TRAINING ENDOWMENT

Qualified coaches are an integral piece to the expansion of youth shooting sports. The intent of the Coach Training Grants is to develop coaches that can assist youth shooters behind and on the firing line. Grant funds must be utilized to provide coaches with basic or advanced-level certifications. This can include skills training, shooting clinics, train-the-trainer, or other training.

RANGE DEVELOPMENT ENDOWMENT

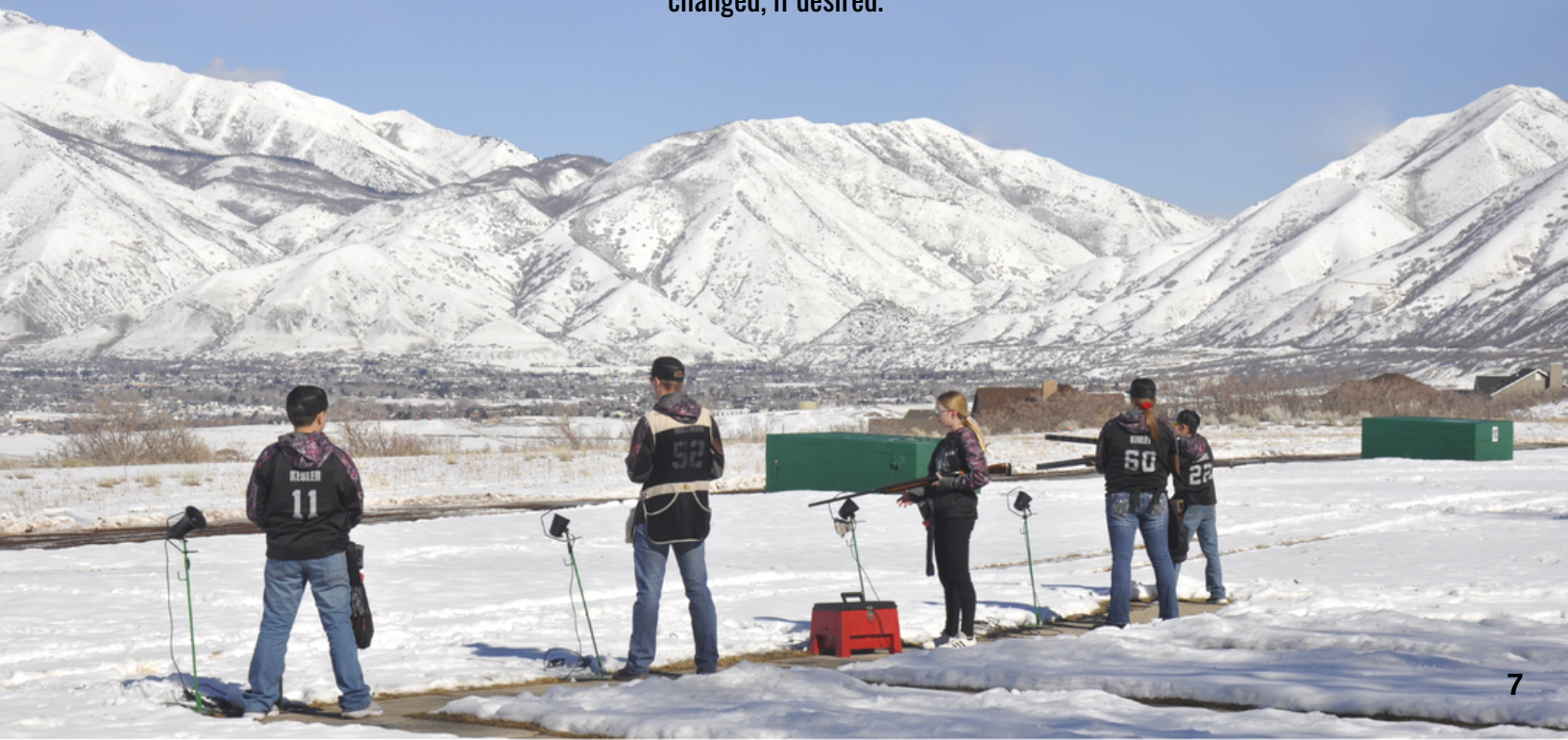
As coaches are critical to youth shooting sports, so too is a place to shoot. The **Range Development Endowment** is meant to help fill that need by encouraging existing ranges to allow for more youth-oriented shooting activities through improvements or expansions.

FOUNDATION FOREVER ENDOWMENT

We are able to allot 100% of each donation to the intended endowment because we fund our operating costs separately. Donations to the **Foundation Forever Endowment** (FFE) go directly to funding future Foundation operating costs, from salaries to logistics. The intent of the FFE is to fund the Foundation in perpetuity, just like the team endowments.

DONOR-ADVISED FUNDS

A **Donor-Advised Fund** (DAF) allows a donor or organization to create their own endowment and advise the Foundation where they would like the annual cash grant to go. The flexibility of a DAF is a tremendous advantage for individuals who want to make a charitable donation(s) yet remain actively involved in the annual grant process and the resulting impact of their generosity. The DAF grant can go to one team, multiple teams, a region of teams, or a specific discipline and each year the designee(s) can be changed, if desired.



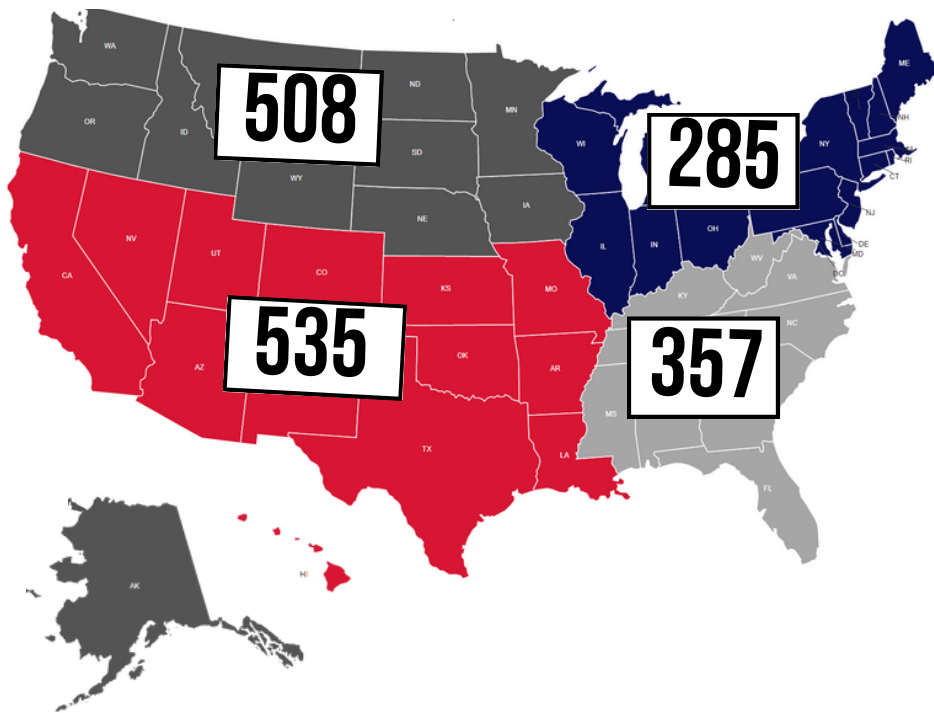
COACH TRAINING GRANTS

2022 Cycle

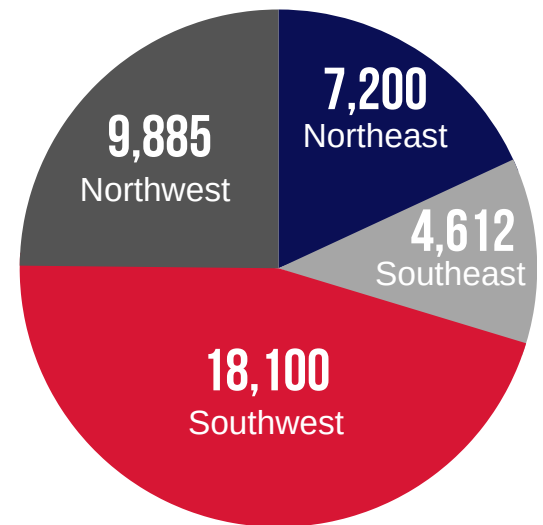
RANGE GRANT
RECIPIENTS: **54**

RANGE GRANT
TOTAL PAYOUT: **\$250,000**

1,685 Total Coaches Trained



Athletes Impacted



Recipient Spotlight: USA YESS

USA Youth Education in Shooting Sports has created a partnership with National Collegiate Shooting Sports Athletic Association to provide coach training across the country to coaches involved in USA YESS's programs. A few USA YESS chapters, WA YESS, UT YESS, and ID YESS had training in their home state using coach training funds received through MidwayUSA Foundation's Coach Training Grant Program. The intent of the Coach Training Grant Program is to develop coaches that can assist youth shooters behind and on the firing line. Grant funds must be utilized to provide coaches with basic or advanced-level certifications. Collectively, all YESS organizations together received \$35,300 in coach training grant funds.



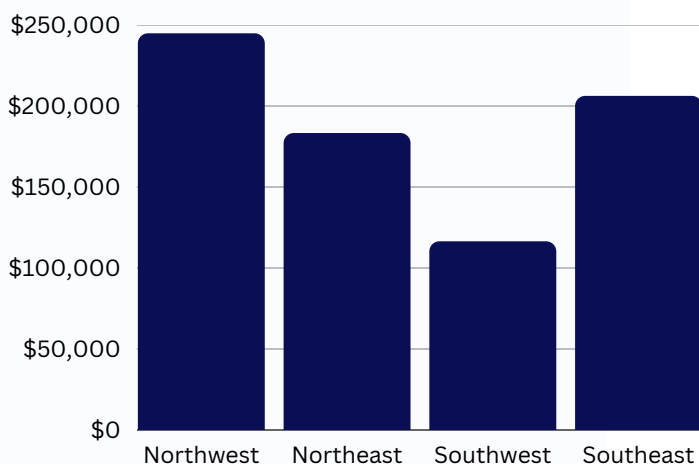
RANGE DEVELOPMENT GRANTS

2022 Cycle

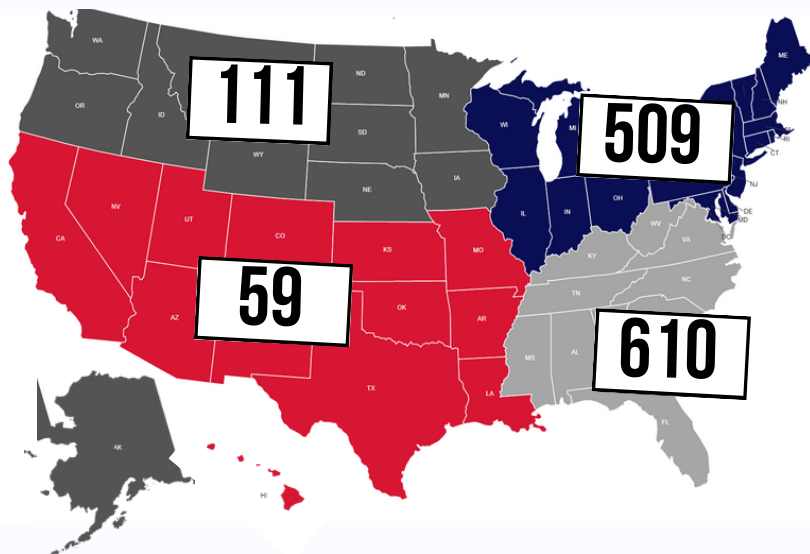
RANGE GRANT
RECIPIENTS: 52

RANGE GRANT
TOTAL PAYOUT: \$750,000

Grant Funds By Region



1,289 Total Teams Impacted



Recipient Spotlight: Walhalla Senior High School

Walhalla Senior High School received a MidwayUSA Foundation Range Development Grant for \$20,794 in 2022. This grant covered a mobile electronic air rifle and air pistol shooting range. The mobile range includes targets, stands, computers, monitors, a trailer to haul the range from event to event and various other pieces of equipment. COL Kevin Mangan a team contact for this team endowment mentioned that their new mobile range has assisted in expanding youth shooting events all over the country. Events include the Georgia State High School Championships hosted at Georgia Southern University, VA wheelchair games in Phoenix AZ, Move United Junior National Games in Denver CO, Army JROTC 4th Brigade Championships in Hickory NC (pictured right), and of course the range was used at home during the Razorback Shootout which is a junior sporter rifle match in Walhalla SC (pictured below).





STATEMENT OF FINANCIAL POSITION

CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS

AS OF DECEMBER 31, 2022 [PREAUDIT] & 2021

ASSETS

	2022	2021
Cash & Cash Equivalents	\$13,607,747	\$16,921,521
Investments	\$250,722,252	\$244,525,758
Accrued Interest Receivable	\$114,970	\$82,689
Prepaid Expenses	\$581,054	\$541,606
Fixed Assets	\$7,711,224	\$7,857,629
TOTAL ASSETS	\$272,737,247	\$269,929,203

LIABILITIES & NET ASSETS

Liabilities	\$217,420	\$183,834
Net Assets	\$272,519,827	\$269,745,369
TOTAL LIABILITIES & NET ASSETS	\$272,737,247	\$269,929,203

Platinum
Transparency
2022

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STATEMENT OF ACTIVITIES

YEARS ENDING DECEMBER 31, 2022 [PREAUDIT] & 2021

REVENUES

	2022	2021
Contributions & Fundraising	\$35,888,767	\$41,877,648
Net Investment Return (loss)	(\$21,826,066)	\$43,842,613
Other	\$639,292	\$609,623
TOTAL REVENUE	\$14,701,993	\$86,329,883

EXPENSES

Program Services	\$10,789,278	\$9,314,754
Fundraising	\$565,353	\$543,697
Management & General Office	\$572,904	\$653,746
TOTAL EXPENSES	\$11,927,534	\$10,512,198

CHANGE IN NET ASSETS

NET ASSETS, BEGINNING OF YEAR	\$269,745,369	\$193,927,683
NET ASSETS, END OF YEAR	\$272,519,827	\$269,745,369



1. TCF Youth Shooting Fund
2. Larry & Brenda Potterfield
3. Scholastic Shooting Sports Foundation
4. ACUI Collegiate Clay Target Program
5. National Wild Turkey Federation
6. Civilian Marksmanship Program
7. Oklahoma Department of Wildlife Conservation
8. Missouri Youth Sport Shooting Alliance (MYSSA)
9. Minnesota Youth Shooting Sports Foundation
10. South Carolina Youth Shooting Foundation

TOP 10 DONORS

JOIN US IN MAKING AN IMPACT!

\$260M+

IN YOUTH SHOOTING
SPORTS ENDOWMENTS

\$55M+

IN GRANTS PAID

2,761

FUNDED YOUTH SHOOTING
TEAM ENDOWMENTS

250,000+

COACHES, ATHLETES, & PARENTS

Most of America's youth want to be part of a team, something bigger than themselves, but often don't have the opportunity to be part of a more 'traditional' sports team. Sometimes they desire to participate in a team sport that aligns with their passion or is more challenging on a personal level. Fortunately, the myriad of youth shooting sports teams across our country allow those young people to develop a competitive skill, join a team, and compete against their peers while learning social skills, leadership, sportsmanship, and the value of winning and losing. In addition to friendships, they develop confidence, discipline, respect, and character. They create a foundation to become successful young adults and productive citizens.

By donating or becoming a sponsor of the MidwayUSA Foundation you will ensure we positively change the future of youth shooting sports, together!

